



Services

THE ONE-STOP SOLUTION FOR YOUR BRAND IN CHINA

YOU THINK IT

WE DO IT



ABOUT US

ELIRE WAS BORN IN 2022, FROM AN IDEA OF MATTEO SALBEGO WHO DECIDED TO CREATE AN INTERNATIONAL TEAM STRADDLING SHANGHAI AND HONG KONG TO TAKE ADVANTAGE OF THE OPPORTUNITIES THAT THE ASIAN MARKET OFFERS TO THE BRAVE. AFTER STUDYING AT A PRESTIGIOUS UNIVERSITY IN CHINA, SALBEGO DECIDED TO RETURN TO ITALY, WHERE HE TOOK HIS FIRST COMMERCIAL STEPS, MOVING BETWEEN THE TWO CONTINENTS UNTIL SETTLING IN SHANGHAI WHERE, THANKS TO THE PREVIOUS EXPERIENCE IN ASIA AND EUROPE, HE COLLABORATES WITH LOCAL COMPANIES AND PROFESSIONALS.

FROM SOURCING OF GOODS IN CHINA AND SOUTH-EAST ASIA, TO INTERNATIONAL LOGISTICS, CUSTOMS BROKERAGE, AND GOODS INSPECTIONS, WE CAN PROVIDE FULL SUPPORT FOR YOUR SUPPLY CHAIN.

DEALING WITH THE CHINESE MARKET COULD BE OVERWHELMING FOR FOREIGN BRANDS, BUT WITH OUR HELP AND CUSTOMIZED SOLUTIONS FOR BRANDING, MARKETING, BUSINESS DEVELOPMENT AND MARKET PENETRATION STRATEGY, YOU CAN MOVE YOUR FIRST STEPS TO EXPORT YOUR PRODUCTS TO CHINA AND RIDE THE TIDE OF THIS HUGE AND CONSTANTLY DEVELOPING MARKET.

MISSION

OUR MISSION IS TO PROVIDE HIGH QUALITY "ALL INCLUSIVE" SOLUTIONS IN COMPLIANCE WITH THE HIGHEST INTERNATIONAL STANDARDS TO SUIT THE NEEDS OF OUR CUSTOMERS. WE OPERATE REMAINING STRONGLY INTEGRATED WITH CUSTOMER PROCESSES, INSPIRED BY CONTINUOUS RESEARCH AND INNOVATION: WE TAKE CARE OF ALL IMPORT AND EXPORT PHASES TO CREATE A RELATIONSHIP OF MUTUAL TRUST.



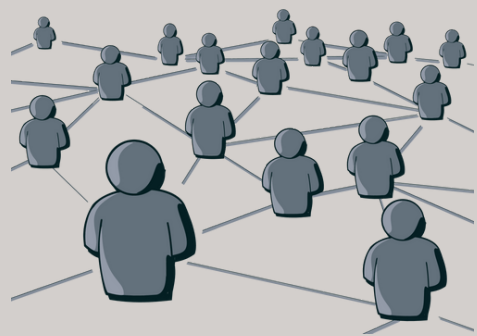
OUR VISION IS TO BUILD A STRONG GLOBAL NETWORK, BREAK DOWN PREJUDICES AND BRING THE MERCHANTS TOGETHER THROUGH ADVANTAGEOUS COOPERATION AND MUTUAL TRUST! WE WORK TO EXPAND OUR STAFF AND ADD PROACTIVE AND PASSIONATE TALENTS TO OUR TEAM, TO BECOME A BENCHMARK ON A GLOBAL SCALE AND EXPAND THE RANGE OF PRODUCTS IN THE CATALOGUE.

VISION

WHY US

01. YOUNG TEAM FULL OF ENERGY

- 90% OF US IS UNDER 30, AND THE TEAM IS FULL OF PASSION AND ENERGY
- WE HAVE PLENTY OF CREATIVE IDEAS TO HELP YOUR PRODUCT SUCCEED IN THE CHINESE MARKET
- MULTICULTURAL TEAM BRIDGING CHINA WITH THE WORLD



02. ONE-STOP SOLUTIONS

- EXPORT: FROM BRANDING AND MARKETING IN CHINA, TO BUSINESS DEVELOPMENT AND SALES, WE PROVIDE A ONE-STOP SOLUTION TO HELP YOUR PRODUCT SUCCEED IN THE CHINESE MARKET
- IMPORT: FROM SOURCING TO INSPECTIONS AND LOGISTICS, WE TAKE CARE OF THE FULL SUPPLY CHAIN PROCESS



04. GREAT NETWORK IN CHINA

- WIDE NETWORK OF SPECIALISTS, SUPPLIERS, BUSINESS PARTNERS AND PROFESSIONALS ALL OVER CHINA AND SOUTH-EAST ASIA.
- PERSONAL CONTACTS AND RESOURCES IN NUMEROUS FIELDS

03. SERVICE VALUE

- VERY GOOD QUALITY-PRICE VALUE, YOU COULD BE SURPRISED FROM THE ECONOMICAL RETURN YOU COULD GET BY COLLABORATING WITH US, BOTH BY IMPORTING GOODS FROM THE FAR EAST, AND FROM DEVELOPING A STRATEGY TO ENTER CHINA WITH YOUR BRAND



05. EASY COMMUNICATION

- AS YOUR ONLY INTERLOCUTOR, WE CAN COMMUNICATE IN ITALIAN, ENGLISH, FRENCH, SPANISH AND CHINESE, NO NEED TO WORRY ABOUT THE LANGUAGE.
- MOST OF US ARE LOCATED IN CHINA AND WE HAVE FULL CONTROL OF ALL THE OPERATIONS



Services We Offer

1. CHINA PROCUREMENT
2. EXPORT YOUR BRAND TO CHINA
3. TRADEMARKS REGISTRATION
4. MARKETING SOLUTIONS
5. OTHER SERVICES

China Procurement Service



SOURCING

- BASED ON YOUR NEEDS, WE HELP YOU IDENTIFY, EVALUATE AND SELECT SUPPLIERS TO PROVIDE THE PRODUCTS REQUESTED WITH THE BEST QUALITY-PRICE RATIO AND LEAD TIME.

QUALITY CONTROL

- THANKS TO OUR PRESENCE ON SITE, WE CAN DIRECTLY DO INSPECTIONS, HELP YOU VIDEOCALL FROM THE FACTORIES AND ORGANIZE INTERNATIONAL THIRD-PARTY ORGANIZATIONS AUDITS AND INSPECTIONS.

LOGISTICS

- WE CAN TAKE CARE OF THE ENTIRE SUPPLY CHAIN PROCESS, INCLUDING LOGISTICS, WAREHOUSES AND SHIPMENTS BY AIR, SEA AND TRAIN.

CUSTOMS CLEARANCE

- WE ARRANGE ALL CUSTOMS CLEARANCE BOTH IN THE ORIGIN AND DESTINATION PLACE OF THE GOODS. YOU WILL RECEIVE THE GOODS WITHOUT HAVING TO WORRY ABOUT ANYTHING.

Export your Brand to China



China Strategy

READY TO ENTER THE CHINESE MARKET?

BASED ON YOUR SPECIFIC PRODUCT OR SERVICE, WE PROVIDE EXPERT GUIDANCE ON NAVIGATING CHINA'S REGULATORY LANDSCAPE AND MARKET TRENDS. OUR TAILORED MARKET ENTRY STRATEGIES INCLUDE IDENTIFYING THE NECESSARY LICENSES AND DOCUMENTATION FOR IMPORT, SELECTING THE RIGHT SALES CHANNELS, AND RECOMMENDING RELEVANT TRADE FAIRS. WE ALSO HELP YOU DEVELOP A LOCALIZED MARKETING PLAN TO ENSURE A SUCCESSFUL LAUNCH AND SUSTAINED GROWTH IN THE CHINESE MARKET.

Be ready to export

- CHINA CUSTOMS REGISTRATION
- IMPORT SUPPORT (F&B, COSMETICS, PET FOOD AND OTHER SPECIAL PRODUCTS), IMPORT AGENT
- TRADEMARK REGISTRATION
- BUDGETING
- COMPETITORS ANALYSIS

Get goods sold!

- TRADE FAIRS SUPPORT
- BUSINESS DEVELOPMENT PLAN
- MARKETING PLAN
- PRICING PLAN
- TRANSLATION AND INTERPRETATION SUPPORT
- LOGISTICS AND WAREHOUSES

▶ Trademarks Registration

IP PROTECTION

TRADEMARK

- WE REGISTER YOUR TRADEMARK IN ONE OR MORE PRODUCT CATEGORIES, ENSURING THAT YOUR IDENTITY IS FULLY PROTECTED. WE OFFER SPECIFIC ADVICE TO MAXIMIZE THE CHANCES OF APPROVAL BY THE CHINESE AUTHORITIES.

STOLEN TRADEMARKS

- IF YOUR TRADEMARK HAS BEEN REGISTERED WITHOUT AUTHORIZATION BY A CHINESE COMPANY OR OTHER PARTIES, WE CAN TAKE ACTION TO REQUEST ITS CANCELLATION. WE ANALYZE THE CONTEXT AND PREPARE A LEGAL STRATEGY TO DEFEND YOUR RIGHTS.

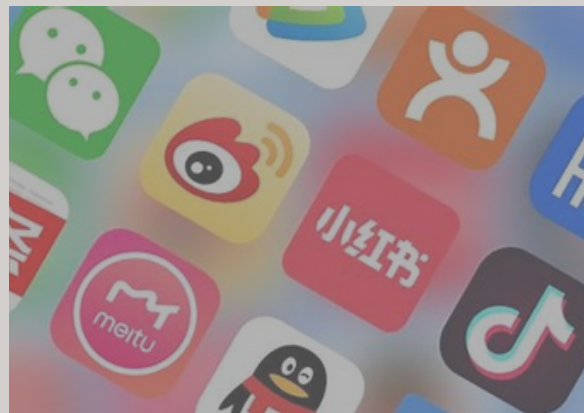
RENEWAL OR TRANSFER

- WE ASSIST YOU IN RENEWING YOUR TRADEMARK BEFORE IT EXPIRES, ENSURING ITS CONTINUITY AND LEGAL VALIDITY.
- WE MANAGE THE TRANSFER OF TRADEMARK OWNERSHIP. WE CAN ALSO HELP YOU MEDIATE WITH THE CURRENT OWNER TO FACILITATE THE TRANSFER.

OPPOSITIONS

- IF A THIRD PARTY HAS APPLIED TO REGISTER A TRADEMARK IDENTICAL OR SIMILAR TO YOURS, WE CAN FILE AN OPPOSITION TO PROTECT YOUR INTERESTS AND CANCEL THE PRIOR REGISTRATION.

Marketing Solutions



Chinese Social Media

- WECHAT OFFICIAL ACCOUNT
- WECHAT VIDEO ACCOUNT
- REDNOTE OFFICIAL ACCOUNT
- WEIBO OFFICIAL ACCOUNT
- DOUYIN AND LIVESTREAMING
- KOL AND KOC CAMPAIGNS

Branding for China

- COMPETITORS ANALYSIS IN CHINA
- BRAND IMAGE ANALYSIS
- BRANDING STRATEGY FOR CHINA ENTRY
- SUPPORT FOR EVENTS IN CHINA



Video, Photo and Design

- ADVERTISING, GRAPHIC DESIGN FOR SOCIAL MEDIA AND OTHER ADS NEEDED IN CHINA
- PACKAGING DESIGN
- VIDEO AND PHOTO SHOOTING AND EDITING

E-Commerce

- T-MALL, TAOBAO, AND T-MALL GLOBAL
- WECHAT MINI-PROGRAM
- LIVESTREAMING AND OTHER E-COMMERCE PLATFORMS MANAGEMENT



Other Services



01. New Company Registration

- NEW COMPANY REGISTRATION IN SHANGHAI
- NEW COMPANY REGISTRATION IN HONG KONG
- ACCOUNTING AND TAX SUPPORT
- LICENCES SUPPORT
- BUSINESS CONSULTING SERVICES

02. Translation Services

- TRANSLATIONS OF COMPANY BROCHURES AND DOCUMENTS
- TRANSLATION OF PRODUCT LABELS
- WEBSITE TRANSLATIONS
- ANY TRANSLATION NEEDED
- LANGUAGES: ENGLISH, CHINESE, ITALIAN
- INTERPRETATION DURING EVENTS, BUSINESS TRIPS AND TRADE FAIRS

03. Business Trip and Exhibitions

- BUSINESS TRIPS WITHIN CHINA AND ABROAD TO VISIT POTENTIAL CLIENTS AND CURRENT CLIENTS
- GOODS INSPECTIONS AND SUPPLIER FACTORY VISITS
- PARTICIPATION IN TRADE FAIR ON BEHALF OR WITH THE BRAND, SUPPORT FOR SAMPLES IMPORT TO CHINA, LOGISTICS, ACCOMODATION AND FAIR PREPARATION



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